

Claims

1. A method for measuring performance discrepancies among sales territories, comprising the steps of:
  - (a) maintaining a market data in a database;
  - (b) summarizing at least a portion of said market data according to one or more sales territories selected from a market sales territory associated with the market data, thereby providing summarized market data;
  - (c) performing a recursive partitioning analysis on said summarized market data to thereby partition said summarized market data into a plurality of nodes which for identifying significant segmentation variables;
  - (d) bridging said portion of said market data with each one or more of said plurality of nodes to provide a bridged plurality of nodes; and
  - (e) retaining an association between said at least a portion of said market data and each bridged plurality of nodes as an additional segmentation variable.
2. The method for measuring performance discrepancies according to claim 1, wherein the step of performing a recursive partitioning analysis includes the step of displaying the plurality of nodes in a node tree with associated non-partitioned data in the database.
3. The method for measuring performance discrepancies according to claim 1, wherein the step of performing a recursive partitioning analysis includes the step utilizing an exhaustive Chi-squared automatic interactive detector.
4. The method for measuring performance discrepancies according to claim 2, further comprising the step of entering at least on additional segmentation variable based on the associated non-partitioned data.

5. The method for measuring performance discrepancies according to claim 4, further comprising the step of performing an additional partitioning analysis of the summarized market data wherein the summarized market data is partitioned into an additional plurality of nodes.
6. The method for measuring performance discrepancies according to claim 1, further comprising the step of monitoring sales performance and updating the market data.
7. The method for measuring performance discrepancies according to claim 6, further comprising the step of tracking sales performance and tracking the results of the partitioning step.
8. The method for measuring performance discrepancies according to claim 1, further comprising the step establishing a model for analysis.
9. The method for measuring performance discrepancies according to claim 8, further comprising the steps of
  - (i) defining a relevant market;
  - (ii) identifying relevant factors of the relevant market;
  - (iii) collecting market and sales data associated with the relevant factors; and segmenting and sizing a market territory described by the market and sales data according to the relevant market.
10. A system for executing a computer program for measuring performance discrepancies among sales territories, comprising:
  - (a) a memory device for storing the computer program thereon; and
  - (b) a data processor, coupled to the memory device, which
    - (i) maintains a database of market data;
    - (ii) summarizes market data according to sales territory;

- (iii) performs a recursive partitioning analysis of the summarized market data wherein the summarized market data is partitioned into a plurality of nodes for identifying significant segmentation variables;
- (iv) bridges market data with each partitioned node; and
- (v) retains an association between market data and each partitioned node as an additional segmentation variable.

11. The system for executing a computer program for measuring performance discrepancies according to claim 10, wherein the processor displays the plurality of nodes in a node tree with associated non-partitioned data.

12. The system for executing a computer program for measuring performance discrepancies according to claim 10, wherein the processor performs a recursive partitioning analysis utilizing an exhaustive Chi-squared automatic interactive detector.

13. The system for executing a computer program for measuring performance discrepancies according to claim 10, wherein the processor enters additional segmentation variables based on the associated non-partitioned data.

14. The system for executing a computer program for measuring performance discrepancies according to claim 13, wherein the processor performs an additional partitioning analysis of the summarized market data wherein the summarized market data is partitioned into an additional plurality of nodes.

15. The system for executing a computer program for measuring performance discrepancies according to claim 10, wherein the processor monitors sales performance and updates the market data.

16. The system for executing a computer program for measuring performance discrepancies according to claim 15, wherein the processor tracks sales performance and tracks the results of the partitioning analysis.

17. The system for executing a computer program for measuring performance discrepancies according to claim 10, wherein the processor further provides an interface for establishing a model for analysis.

18. The system for executing a computer program for measuring performance discrepancies according to claim 17, wherein the processor further provides an interface for defining a relevant market, identifying relevant factors, collecting market and sales data, and segmenting and sizing market territory.